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# ROSES

for

# 1952

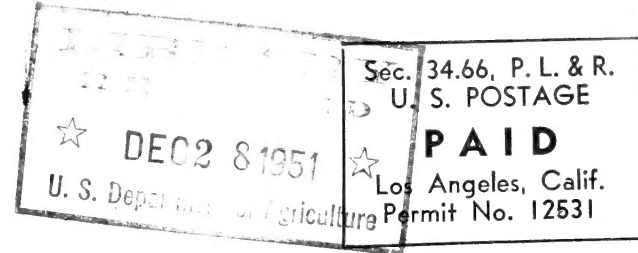
**FRED HOWARD**

**1952 All-America  
Winner**

GLORIOUS COLOR  
RUGGED GROWTH  
LUSTROUS LEAVES  
FREEDOM OF BLOOM  
LONG LASTING CUT  
FLOWERS

These are some of the outstanding characteristics of this grand new Rose. See listing for full description.

**Price \$2.75**



43

Librarian  
U. S. Department of Agriculture  
WASHINGTON 25,  
D.C.

**PAUL J. HOWARD'S CALIFORNIA FLOWERLAND**

**11700 National Boulevard, Los Angeles 64, California**

RETURN POSTAGE GUARANTEED

# California Flowerland

## CLIMBING ROSES

Prices listed on Climbing Roses are for bare-root, dormant plants, which are available in our sales yard from January 1 to March 15, and include shipping charges anywhere in the U. S.

Climbing Roses, established in 5-gallon cans and staked, may be planted the year around. These are available after March 15 for local delivery only.

**All established Climbing Roses are priced at \$3.50 each.**

**CL. ALOHA.** (Pat. No. 948) The sensational new ever-blooming climbing or pillar rose, with long stemmed clusters of buds and deep rose-pink blooms of great size, deep waxy green foliage. **\$2.50.**

**CL. BELLE OF PORTUGAL.** Earliest to bloom, vigo-ous grower. Long buds of pale salmon flesh. **\$1.25.**

**CL. CALIFORNIA.** (P.A.F.) One of our most beautiful roses now in climbing form, just as vigorous, free flowering and richly colored golden orange. **\$2.50.**

**CL. CECILE BRUNNER.** Fragrant little pink roses. **\$1.25.**

**CL. CHRISTOPHER STONE.** (Pat. No. 626) Fine scarlet crimson. **\$2.00.**

**CL. CONDESA DE SASTAGO.** Coppery rose, reverse of gold. **\$1.25.**

**CL. DAINTY BESS.** Graceful sprays of single pink roses **\$1.25.**

**CL. DAME EDITH HELEN.** Large fragrant double pink. **\$1.25.**

**CL. DOUGLAS MacARTHUR.** (P.A.F.) Long buds and large double blooms of rose, salmon and gold; fine foliage. **\$2.00.**

**CL. EDNAH THOMAS.** A vigorous climber, bearing large fragrant double roses of crimson-scarlet on strong stems; bears several crops of bloom. **\$1.50.**

**CL. ETOILE DE HOLLANDE.** One of the best deep red. **\$1.50.**

**CL. GOLDEN EMBLEM.** Rich deep yellow. **\$1.50.**

**CL. GOLD RUSH.** Lovely golden yellow, glossy foliage. **\$1.50.**

**CL. HEART'S DESIRE.** (Pat. No. 663) Fragrant deep crim-son. **\$1.75.**

**CL. HIGH NOON. AARS** (Pat. No. 704) New pillar rose, 8 to 10 ft. high, nearly thornless. Long-stemmed semi-dou-ble yellow roses. **\$2.00.**

**CL. KAISERIN AUGUSTA VICTORIA.** Vigor-ous, best white. **\$1.25.**

**CL. LOS ANGELES.** Flame pink, coral and gold. **\$1.25.**

**CL. LOLITA ARMOUR.** Winner of the Baga-telle prize in Paris, 1921, and still one of the best The graceful cup-shaped flowers on stems nearly thornless, the colorful blending of chrome yellow, copper and salmon pink shades, rich fragrance and extreme vigor of the plant, make this rose desirable in all areas. **\$1.75.**

**CL. MERMAID.** Beautiful shiny, practically evergreen foliage makes a fine background for the sprays of light sulphur yellow single roses, with showy stamens. Vigorous, will cover large areas. **\$1.50.**

**CL. MME. HENRI GUILLOT.** Reddish orange, rose and pink. **\$2.00.**

**CL. MRS. E. P. THOM.** Deep yellow, blooms constantly. **\$1.25.**

**CL. MRS. PAUL J. HOWARD.** (Pat. No. 450) Deep velvety red buds, large double fragrant roses, unfading crimson. **\$1.75.**

**CL. MRS. SAM McGREDY.** (Pat. No. 394) Fragrant scarlet orange, bronze foliage. **\$1.75.**

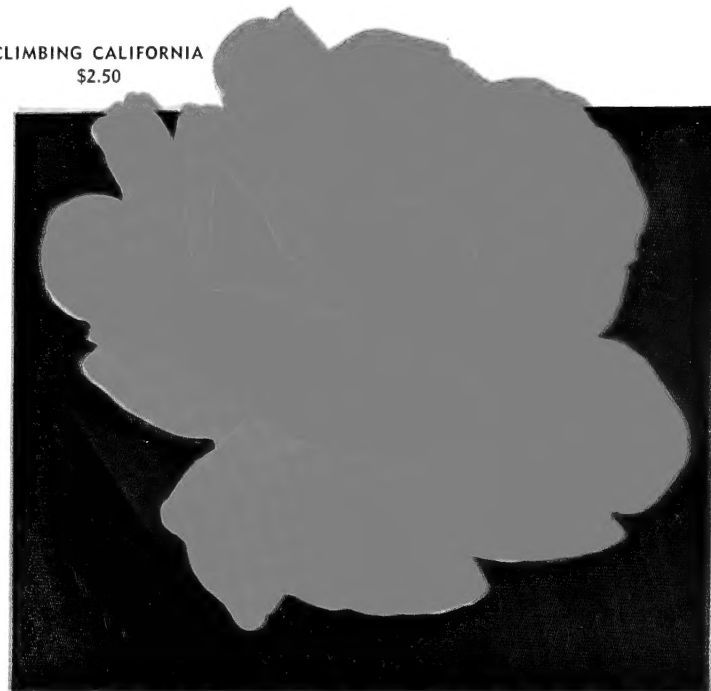
**CL. PEACE.** (Pat. No. 932) Wonderful huge yellow, edged rose, now in climbing form, vigorous and free flowering. **\$2.50.**

**CL. PICTURE.** (Pat. No. 524) Fragrant salmon pink, free flowering. **\$1.75.**

**CL. PINK DAWN.** Deep rose buds, pink blooms orange at center. **\$1.25.**

**PAUL'S SCARLET CLIMBER.** Clusters of brilliant red roses all spring. **\$1.25.**

CLIMBING CALIFORNIA  
\$2.50



**CL. PINKIE.** (P.A.F.) Climbing form of the charming Floribunda, with perfectly formed buds and 2-inch blooms of delicate pink almost covering the plant. **\$2.75.**

**CL. PRESIDENT HERBERT HOOVER.** Rose, gold and red, free flowering, vigorous **\$1.25.**

**CL. ROSE MARIE.** Fine rose pink. **\$1.25.**

**CL. SANTA ANITA.** (Pat. No. 834) Beautiful buds and blooms, deep rose pink. **\$1.75.**

**CL. SHOW GIRL.** (Pat. No. 892) Large deep pink buds and blooms, luxuriant foliage, free flowering. **\$1.75.**

**CL. SNOWBIRD.** One of the loveliest white climbing roses, free flowering, fragrant; vigorous, with leathery foliage. **\$1.50.**

**CL. SOUV. DE MME. BOULLET.** Brilliant deep yellow roses of fine form; free flowering plant. **\$1.75.**

**CL. TALISMAN.** One of the best, rose and gold. **\$1.25.**

**CL. TEXAS CENTENNIAL.** (Pat. No. 565) Immense long stemmed brick red buds and roses, carmine to deep pink. Needs plenty of room. **\$1.75.**

**CL. VILLE DE PARIS.** One of the best yellow roses. **\$1.25.**

Paul J. Howard's

## TREE ROSES

Paul J. Howard's Tree Roses are budded on strong straight stems, 38 inches from the ground. See list of Bush Roses for descriptions of varieties listed below.

Prices on Tree Roses are for bare-root plants, available until March 15. Staked and established Tree Roses, in containers, are priced 50c each higher than bare-root prices. These are available for local delivery only.

All bare-root Tree Roses are sent at purchaser's expense, charges collect. Please add 10% to each order for packing.

10% DISCOUNT ON ORDERS FOR 10 OR MORE TREE ROSES  
ONE KIND OR ASSORTED VARIETIES

### Pink Shades

	Each
BABE RUTH .....	\$4.50
DAINTY BESS .....	\$4.50
FASHION .....	\$4.50
HELEN TRAUBEL .....	\$5.00
IMPERIAL POTENTATE—Exceptionally fine fragrant pink .....	\$4.50
MISSION BELLS .....	\$4.50
PINK ROSETTE—Floribunda .....	\$4.50
SANTA ANITA .....	\$4.50
THE DOCTOR .....	\$4.50
TOM BRENEMAN .....	\$4.50

### Yellow and Orange Shades

CALIFORNIA .....	\$4.50
FRED EDMUNDS .....	\$4.50
FRED HOWARD .....	\$5.00
LOWELL THOMAS .....	\$4.50
PEACE .....	\$4.50
SUTTER'S GOLD .....	\$5.00
VILLE DE PARIS .....	\$4.50

### Red Shades

	Each
CALIFORNIA CENTENNIAL .....	\$4.50
CHARLOTTE ARMSTRONG .....	\$5.00
ETOILE DE HOLLANDE .....	\$4.50
GRANDE DUCHESSE CHARLOTTE .....	\$4.50
HEART'S DESIRE .....	\$4.50
OLIVE PERCIVAL .....	\$4.50
SAN FERNANDO .....	\$4.50
TEXAS CENTENNIAL .....	\$4.50
VOGUE .....	\$4.50

### White

FRAU KARL DRUSCHKI .....	\$4.50
SLEIGH BELLS .....	\$4.50

### Vari-Colored

FANDANGO Scarlet and Gold .....	\$5.00
FORTY-NINER .....	\$5.00
PRESIDENT HERBERT HOOVER .....	\$4.50
TALISMAN .....	\$4.50

### PLANT TREE ROSES

For accent in the Rose Garden,  
and along walks and driveways.

PAUL J. HOWARD'S CALIFORNIA FLOWERLAND

11700 National Blvd., Los Angeles 64, California

— TELEPHONES —

TEXAS 02951

ARIZONA 31171

EXBROOK 72118



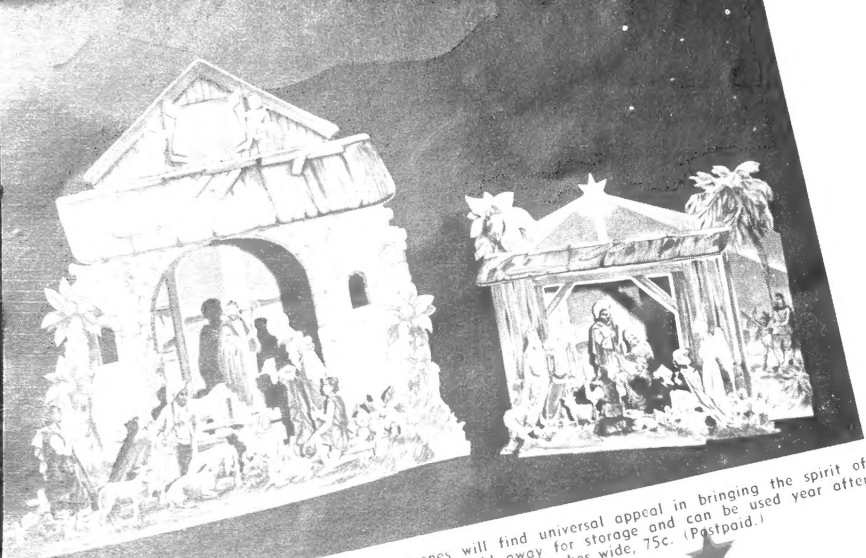






# CHRISTMAS GIFT SUGGESTIONS

## from CALIFORNIA FLOWERLAND



**NATIVITY SCENES.** These colorful Nativity scenes will find universal appeal in bringing the spirit of Christmas to the home. In sturdy cardboard, they fold away for storage and can be used year after year. Large size, 15 inches wide, \$1.25. Small, 9 inches wide, 75c. (Postpaid.)



**CHRISTMAS BELLS SETS.** What a hearty way to say "Merry Christmas" to friends! This set of 3 bells, highly polished, on a satin cord, and gift boxed, are inscribed, "Merry Xmas", "Good Wishes", and "Happy New Year". \$5.50 the set.



**BRONZE HORSE HEAD ASH TRAY.** Beautifully cast in solid bronze, these ash trays make a wonderful masculine gift. Ideal for a man's desk, they serve as a paper weight as well. Exclusively ours, too! Each \$4.95.



Glorious potted Azaleas, Cyclamen, Heather, Begonias, and other Flowering Plants and Tropicals fill our greenhouses. They will be delivered dewy fresh for Christmas.

At Right **MARINE GLOBE.** Ideal for displaying your favorite flower. The water in the globe magnifies the flower to many times its actual size, bringing out its loveliness in a beautiful, unusual centerpiece. 6-inch diameter, ea. \$2.25.



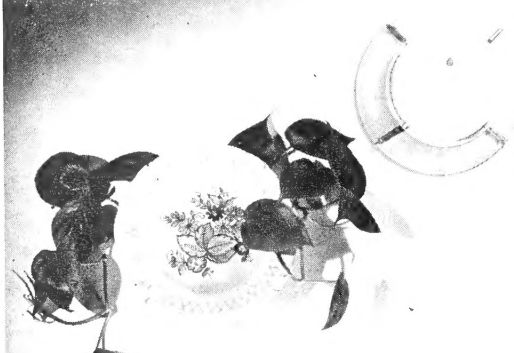
**SWEDISH ANGEL CHIMES.** The most fascinating Christmas novelty ever to reach this country. We sold hundreds last year at \$4.75. Priced this year at only \$3.25. (Complete with candles.) Extra candles 10c. dz.



**JUMPY JOES.** Some really cute bits of nonsense, all hand made by a group of displaced Latvians here in California. The colorful garments are hand-sewn while the hair is of bits of fur. Ideal for the children's stocking. Postpaid, Each \$1.95.



**PLANT-A-PLATE.** You can make an attractive wall pocket with any 7 1/2-inch to 10 1/2-inch plate, with one of these PLANT-A-PLATES. Simple to attach, it will hold ample soil for successful planting. Each \$1.50.

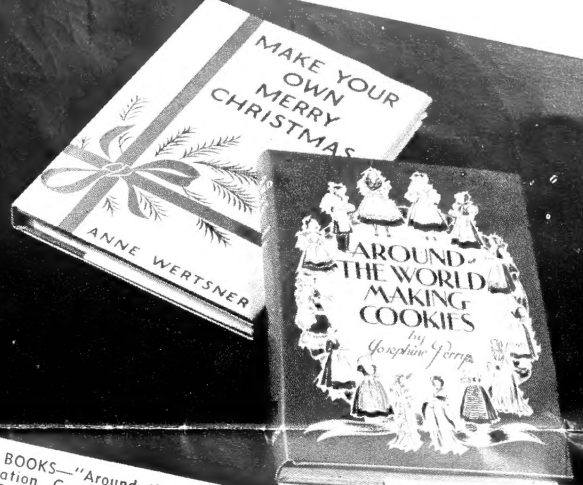
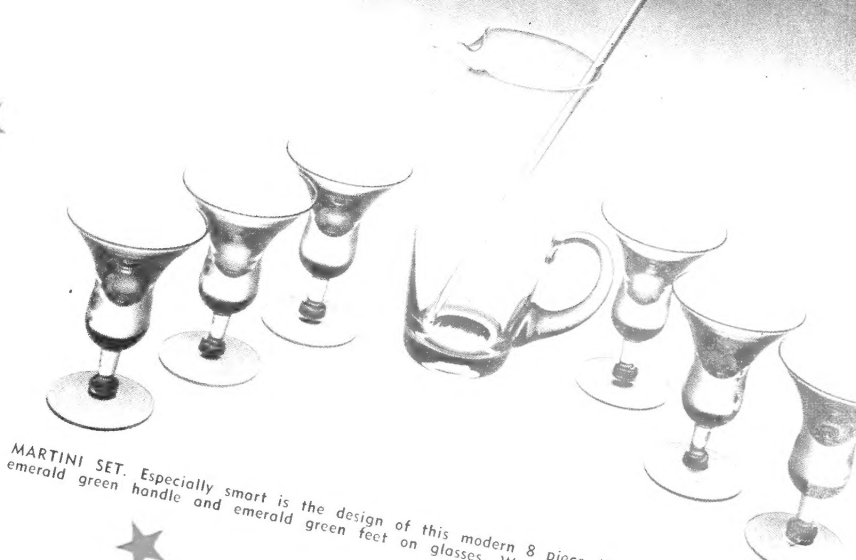


**HAWAIIAN GARDEN TORCH.** Adaptation of Ancient Spear Fisherman's "Kui Loma Lama." Will infuse your patio and garden with enchanted and exotic island charm... ideal, too, for picnics and beach parties. Exclusive with Paul J. Howard's. Each \$9.50.

**SALT AND PEPPER SHAKERS.** From Denmark comes this refreshingly different idea for salt and pepper shakers. On beautifully turned and rubbed wooden "stems" the "flower buds," in cobalt, turquoise and white glaze, hold an ample supply of salt, pepper and seasoning salt. To our way of thinking, a perfect barbecue salt and pepper set. \$6.95 the set.

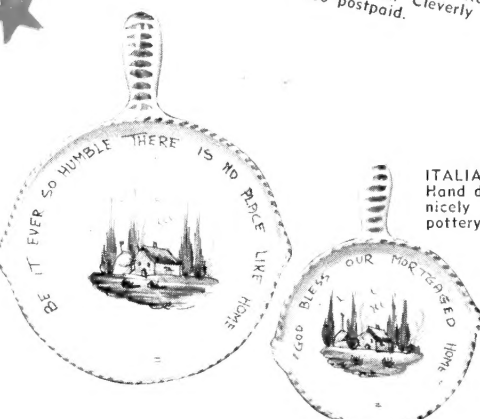
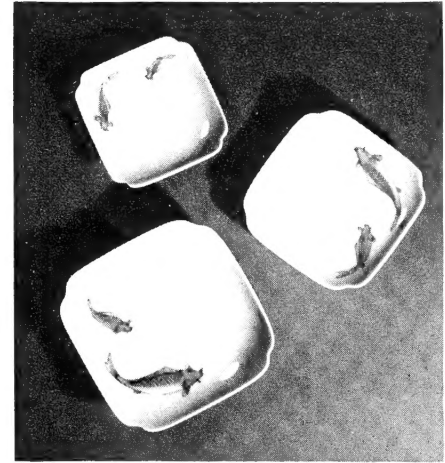


**MARTINI SET.** Especially smart is the design of this modern 8 piece Martini set in all crystal with emerald green handle and emerald green feet on glasses. Wonderfully priced at 8-piece set, \$7.50.



**CHRISTMAS BOOKS.**—"Around the World Making Cookies"—Josephine Perry. Recipes from every nation. Grand for the young lady learning to cook. Each \$2.00 postpaid. "MAKE YOUR OWN MERRY CHRISTMAS"—Wertsner. Contains hundreds of decorative ideas for a more beautiful Yuletide season. Cleverly illustrated and written. Each \$2.00 postpaid.

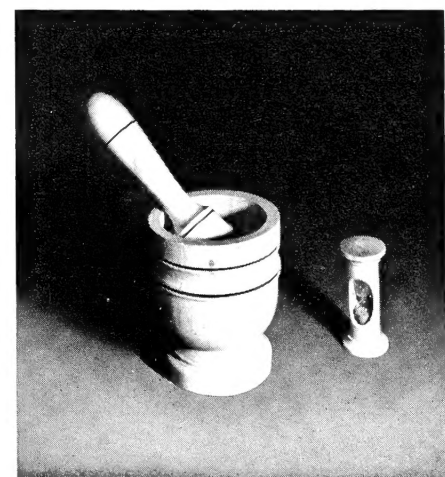
**PORCELAIN ASH TRAYS.** Beautifully executed in pale celadon glaze with blue fish design. In three sizes, 6 1/2-inches, 5 1/2-inches, and 4 1/2-inches, at the pleasingly low prices of \$1.50, \$1.00 and 75c.



**ITALIAN SKILLET ASH TRAYS.** Hand decorated and colored, and nicely glazed, these practical pottery ash trays come in two sizes, 4 1/2-inch and 6-inch, with four mottoes. 4 1/2-inch size, \$1.20. 6-inch size, \$2.20.

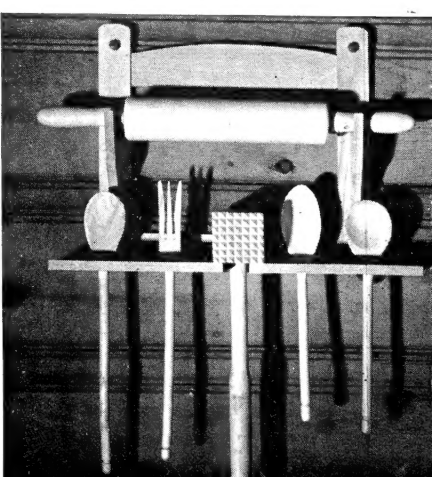


**SLEIGH BELLS.** Our lovely new White Rose. A Christmas Gift package of three dormant plants will be sent to any address, with your greetings, for just \$5.00. (Plus 3% sales tax in California)



**HERB GRINDER and EGG TIMER.** Perennially popular, always useful are these imported pieces of wooden ware. The mortar and pestle herb grinder stands 8 1/2 inches over all and sells at \$1.75. The egg timer (approximately 3 minutes), 50c.

**KITCHEN UTENSIL SHELF.** This all wood shelf from Italy, complete with six wooden utensils, is as decorative as it is practical. Perfect for a bride's kitchen shower. Each \$3.95.





Paul J. Howard's  
California Flowerland

# BUSH ROSES for 1952

OLIVE PERCIVAL  
\$2.00

The Lovely New  
HELEN TRAUBEL — \$2.75

## HELEN TRAUBEL

HELEN TRAUBEL. (P.A.F.) Another beautiful All America Winner for 1952, with long pointed buds and big, broad-petalled open blooms, varying in color from peach pink to luminous apricot and rose, that are richly fragrant. Plants are vigorous, free flowering, with heavy deep green foliage.

Price \$2.75

PAUL J. HOWARD'S ROSES have been famed for many years for their great vigor and robust growth. Carefully selected budwood is grown on special root stocks, which impart extra strength to the tops. We select two-year-old bushes which have made greatest development, so they will quickly become established in the garden, and will bloom in a few weeks after planting.

The Bush and Climbing Rose listed are available bare root in our sales yard from January 1 to March 15.

ESTABLISHED ROSES for planting throughout the year, and when dormant Roses are not available (April to December), are planted in especially prepared soil, in 5-gallon tins. These superior large bushes may be selected and planted out in full bloom. Because of weight and bulk, Established Roses are practical only for local truck delivery, or "Cash and Carry."

BUSH ROSES, established in 5-gallon tins, \$1.00 more than Bare Root prices.

ALL CLIMBING ROSES, established in 5-gallon tins, staked, each \$3.50.

### QUANTITY DISCOUNTS

3 to 10 Roses, One Kind or Assorted . . . 10% Discount  
11 or more Roses, One Kind or Assorted, 12½% Discount

### MAIL ORDERS

DORMANT, BARE-ROOT, BUSH AND CLIMBING ROSES will be shipped PREPAID anywhere in the United States. Orders are filled in rotation, beginning January 1. If Roses are wanted for planting after March 15, please specify, and we will keep your order in cold storage until planting time.

Please add Sales Tax to All California Orders, 3% in the State, 3½% in Los Angeles

**PAUL J. HOWARD'S CALIFORNIA FLOWERLAND**  
11700 National Blvd., Los Angeles 64, California

## OLIVE PERCIVAL

OLIVE PERCIVAL. (Pat. No. 944) The exquisite long slender buds are intense cherry red flushed gold on the outer petals and at the base of the inner ones. The semi-double flowers open slowly, retaining their glowing color at the broad, thick petals unfold. Flowers and buds are among the most graceful for arrangements, long lasting, on strong, long stems. Plants are exceptionally vigorous, with leathery deep green foliage, and bloom almost continuously. \$2.00.

MME. HENRI GUILLOT. (Pat. No. 337) Large fragrant open flowers of spicy fragrance, reddish orange, rose and pink. Vigorous. \$1.75.

MRS. E. P. THOM. Bright canary yellow, dark glossy foliage, nearly everblooming. \$1.25.

MRS. PIERRE S. DUPONT. Long pointed buds of rich dish gold, semi-double blooms of pale yellow, light and long lasting. Free flowering. \$1.25.

NEW YORKER. (Pat. No. 833) Large, double, light yellow, long lasting, free flowering. \$2.00.

PEACE. AARS-1946 (Pat. No. 591) One of the outstanding roses, Peace is unique in beauty and popularity. Rich yellow buds open to soft yellow blooms of lovely form and immense size, each petal edged cerise pink. Flowers are high centered, very double, with large petals of heavy substance, long lasting, and borne on very long strong stems. Plants have great vigor, with shiny, almost holly-like foliage, and bloom freely. \$2.50.

PHYLLIS GOLD. Double blooms with massive broad petals, butter yellow, lighter at edges; exceptionally vigorous, good foliage, free flowering. \$1.50.

PICTURE. Fragrant salmon pink of beautiful form; nearly everblooming. \$1.25.

POINSETTIA. Bright poinsettia scarlet buds and double blooms, non-fading. \$1.25.

PRESIDENT HERBERT HOOVER. Large fragrant double blooms, a blend of scarlet, cerise pink and orange yellow, vigorous, free flowering. \$1.25.

RADIANCE. Bright carmine pink. \$1.25.

RED RADIANCE. Cerise red, fine form. \$1.25.

ROSE MARIE. Fine rose pink buds and flowers, always in bloom. \$1.25.

RUBAIYAT. AARS-1947 (Pat. No. 758) Long shapely buds and blooms with heavy petals, richly fragrant, cerise red, intense crimson, the reverse side of petals being lighter. Long upright stems, luxuriant deep green foliage. Does best in cool sections. \$1.75.

SAN FERNANDO. AARS-1948 (Pat. No. 785) Perfectly shaped long buds, long lasting unfading currant-red double flowers of spicy fragrance; leathery deep green foliage, disease resistant. \$1.75.

SANTA ANITA. (Pat. No. 539) One of the best deep roses, beautifully formed, long stemmed buds and blooms, fragrant. \$1.50.

SHOW GIRL. (Pat. No. 665) One of the largest and showiest deep pink roses, fragrant, long lasting, long stemmed. Thrives in all climates. \$1.75.

SOUTHPORT. Fragrant cup-shaped roses, unfading crimson. \$1.25.

SOUV. DE MME. BOULLET. One of the finest deep yellow roses, free flowering, vigorous. \$1.50.

SUTTER'S GOLD. AARS-1950 (Pat. No. 885) Outstanding new yellow rose, with beautifully pointed yellow buds shaded coppery red, open to superb yellow roses with coppery veins, delightfully fragrant. Unusually strong grower, free flowering, disease resistant. \$2.25.

TALLYHO. AARS-1949 (Pat. No. 828) Long lasting, fully double fragrant rose in a unique combination of red and silvery pink; big vigorous plant. \$2.00.

TALISMAN. Fragrant rose and gold. \$1.25.

TEXAS CENTENNIAL. (Pat. No. 162) Magnificent big buds and double blooms of rosy red. Tall, vigorous, free flowering. \$1.50.

THE DOCTOR. Enormous silvery pink double roses of rich fragrance. \$1.25.

TOM BRENNEMAN. (Pat. No. 986) A grand new rose originated by the late Fred Howard of exceptional vigor and beauty. Long coral rose buds open to large deep rose blooms of intense fragrance on heavy stems, long lasting when cut. Its massive form, rich color and fragrance, remind one of the famous old American Beauty rose. Blooms constantly. \$2.00.

VILLE DE PARIS. One of the best yellows, with slight orange tint, bronze foliage. \$1.25.

WHITE WINGS. (Pat. No. 850) Long pointed buds, broad-petalled single white roses with amethyst stamens, tipped gold; flowers in sprays; blooms constantly. \$1.50.

WILL ROGERS. (Pat. No. 256) Deepest velvety red, fragrant. \$1.50.

## Paul J. Howard's SHRUB ROSES

MRS. DUDLEY FULTON. (Pat. No. 122) Flat clusters of single white flowers, shiny foliage. Dwarf plant, good for edging shrubbery or rose garden, blooms constantly. \$1.50.

ROSA MUTABILIS. Tall bush with glossy healthy foliage the year around, and sprays of single, wild-rose type roses ranging from orange and soft yellow to rosy red, as flowers age. Makes a splendid hedge that may be kept pruned to 5 feet, or allowed to grow tall. \$1.50.

ROSE OF CASTILE. Brought to California by the Mission Fathers, this has long arching branches, to 6 feet in height, and pink double roses, single or in clusters, rich fragrance. \$1.50.

## Paul J. Howard's Collection of the Best New Roses

FRED HOWARD, yellow . . . . . \$2.75  
ENA HARKNESS, brilliant red . . . . . \$2.00  
HEDDA HOPPER, soft pink . . . . . \$2.00  
OLIVE PERCIVAL, coral . . . . . \$2.00  
SLEIGH BELLS, white . . . . . \$2.00

One plant of each, five roses, \$10.75 value, for . . . \$9.50

Delivered or mailed postpaid, anywhere in the United States.

ANGELS MATEU. (Pat. No. 174) Large full-petalled fragrant blooms of luscious orange rose. \$1.75.

AUTUMN. Burnt orange and gold, streaked with red, fragrant, long lasting; strong upright plant with glossy foliage; exceptionally good on the coast. \$1.25.

BABE RUTH. (Pat. No. 996) This fine new rose performs like the American sports hero for whom it was named. Plants are strong and vigorous, with clean, green foliage. The heavy petalled copper-salmon buds develop into large, ovoid flowers, the color changing to rose as the petals unfold. Long, straight stems hold the flowers in perfect balance. One of the most free flowering, through the entire rose season. \$2.00.

BUTTERSCOTCH. (Pat. No. 613) Beautifully shaped buds and flowers with long, graceful petals, the outside pale orange-yellow, the inside lemon-chrome at base, changing to pale orange, veined orange buff. \$1.75.

CALIFORNIA. (Pat. No. 449) The most sensational and free flowering rose in our garden. The massive bushes are covered with huge, long lasting blooms of ruddy orange and gold, even in winter. \$1.50.

CALIFORNIA CENTENNIAL. The California State Rose. (Pat. No. 953) The outstanding dark red rose for every garden, one of the last roses originated by the late Fred Howard. Long spiral buds and large double flowers of lovely form are a rich glowing crimson, intensely fragrant, on long, strong stems. Vigorous tall bush is exceptionally free flowering. \$2.00.

CAPISTRANO. AARS-1950 (Pat. No. 922) Both buds and open flowers are a beautiful translucent, glowing rose pink that does not fade or change. Large buds, large flowers, on extra long stems; one of the most vigorous roses yet introduced. \$2.25.

CHARLOTTE ARMSTRONG. (Pat. No. 455) Beautiful long buds and large blooms of bright red in cool weather, cherry rose in hot weather. \$2.00.

CHRISTOPHER STONE. Free flowering popular bright scarlet crimson, fragrant. \$1.25.

CONTRAST. Popular two-toned rose, vermilion scarlet inside, underside cream with bronze shading. \$1.25.

DAINTY BESS. Single light pink, red stamens. \$1.25.

DEBONAIR. (Pat. No. 677) Outstandingly beautiful buds and blooms of clear primrose yellow. Pointed buds, high centered double roses of rich fragrance; glossy, healthy foliage. \$1.75.

DOUGLAS MacARTHUR. (Pat. No. 581) Long shapely buds on long stems, open to large double blooms of rose, salmon and gold. Vigorous, bushy plants, fine dark green foliage. \$1.75.

ECLIPSE. (Pat. No. 172) Long pure yellow buds; vigorous, fine foliage. \$1.75.

EDITH WILLKIE. (Pat. No. 500) Long pointed buds of Jasper red, beautifully formed fragrant roses of bright shrimp pink, yellow at base. \$1.75.

ENA HARKNESS. A grand new red rose from England, with the vivid coloring of Poinsettia. Lovely long buds open to high-centered roses with exceptionally large petals, long stemmed and sweetly fragrant. The vigorous plant makes strong upright growth, is one of the first to bloom, continuing freely throughout the summer and fall. Ena Harkness may prove to be the best of all rich red roses. \$2.00.

ETOILE DE HOLLANDE. Favorite fragrant deep red. \$1.25.

FORTY-NINER. AARS-1949 (Pat. No. 792) Large fragrant double roses with petals of heavy texture, inside oriental to cherry red, reverse side chrome yellow; vigorous, free flowering, good foliage. \$2.00.

FRAU KARL DRUSCHKI. Favorite large double pure white; tall, vigorous bush. \$1.25.

FRED EDMUNDS. (Pat. No. 731) Burnt orange buds open to blooms of vivid coppery orange with fruity fragrance; heavy shiny foliage. \$1.75.

GRANDE DUCHESSE CHARLOTTE. (Pat. No. 774) Long buds of Morocco red, fragrant blooms are dusky coral red; tall, vigorous. \$1.75.

HEART'S DESIRE. AARS-1940 (Pat. No. 501) Luminous deep red buds and large blooms, non-fading; richest fragrance; vigorous and one of the freest flowering. \$1.75.

HEDDA HOPPER. (P.A.F.) An exquisite light pink rose, and a rare combination of delicacy and sturdiness. Long buds open to full centered, beautifully formed flowers with wavy petals and sweet fragrance. The color is soft, light pink with golden undertone. Long lasting when cut, this is sure to be one of the most popular pink roses when it becomes known. \$2.00.

J. OTTO THILLOW. Clear rose pink, fine keeping cut flower. \$1.25.

LOS ANGELES. Flame pink shaded coral and gold. \$1.25.

LOWELL THOMAS. AARS-1944 (Pat. No. 595) Large clear yellow buds and blooms of heavy texture; strong upright plant, free flowering. \$2.00.

LULU. Semi-double coppery pink, free flowering. \$1.50.

KATHERINE T. MARSHALL. (Pat. No. 607) Magnificent buds and flowers of warm clear pink, heavy textured and long lasting. \$1.75.

MISSION BELLS. AARS-1950 (Pat. No. 923) A new color tone in roses, deep glowing salmon opening to brilliant shrimp pink. Flowers are full centered and when fully open measure as much as 5½ inches across. Mission Bells is unusually free flowering and vigorous. \$2.25.

MME. CHIANG KAI-SHEK. (Pat. No. 664) Long canary yellow buds, lovely bright yellow fragrant roses. \$1.75.

### Some Good Books on ROSES

HOW TO GROW BETTER ROSES—Gallagher. \$1.25  
ROSES FOR EVERY GARDEN—R. C. Allen. \$3.50  
HOW TO GROW ROSES—McFarland & Pyle. \$2.49



## SLEIGH BELLS

(Pat. No. 1004)

Now, a white rose that really grows, and blooms and blooms and blooms! The large ovoid buds are exceedingly long stems, and are produced so freely that you can gather quantities for the table. The flowers open gradually into blooms of great size, with 40 or more large petals of heavy substance, and are lovely in all stages. Unusual for white roses, the stems are clothed with thick leathery, glossy foliage that is exceptionally disease resistant. A trace of cool lemon yellow at the base of the petals, and at certain seasons, a tinge of pink, add life to the flower. Best of all, this white rose is really fragrant.

The bushes, full of bloom almost continuously, make a grand garden display. \$2.00.

## FRED HOWARD

The Great All-America Rose Selection Winner for 1952

A glorious new yellow, and one of the most rugged Roses ever introduced. The large vigorous plants attain a height of four feet, have lustrous green foliage, and very long, strong stems holding erect each glorious fifty-petalled yellow flower. In the fall blooming season there is a notable transition in color of the Fred Howard Rose. The yellow is washed with a lovely overtone of burnished gold and copper. At times the high centered flowers show a suffusion of rosy mauve. Then they are at their zenith—a perfect harmony of lovely autumn tints.

The Fred Howard Rose has a delightful fragrance that can be likened to the Marechal Niel, or the old tea roses so beloved years ago. The freely produced flowers have proven to last much longer than most any other variety after cutting. Price \$2.75

## California Flowerland

# FLORIBUNDA ROSES

Plant these everblooming Cluster Roses in the garden, in groups with shrubbery, or in beds for display and cut flowers.

BRIGHT EYES. (Pat. No. 880) Fine new yellow Floribunda with clusters of canary yellow buds and fragrant double silvery yellow flowers, with darker center. Vigorous, clean foliage. \$1.50.

CECILE BRUNNER. Sweetheart Rose. Small fragrant pink. \$1.25.

CONNIE MACK. (P.A.F.) The guest, and one of the most free flowering Floribundas ever introduced. Small, tightly furled buds open to wide open flowers of bright crimson, with showy golden stamens. Stems are practically thornless, and the foliage is bright green, never affected by mildew. Plants are constantly in bloom, outstanding in any garden. \$2.00. See color plate on cover.

CRIMSON ROSETTE. (Pat. No. 901) Perfectly formed, rosette-like double roses in big clusters; heavy foliage; blooms constantly. \$1.75.

CROWN OF JEWELS. (Pat. No. 149) Erect clusters of double, cup-shaped blooms, coral rose. \$1.50.

DAGMAR SPAETH. Semi-double white flowers. \$1.25.

ELSE POULSEN. Clusters of semi-double rose pink roses; strong erect plants that bloom continuously. \$1.25.

FASHION. AARS-1950 (Pat. No. 789) Charming new Floribunda rose, bearing clusters of lovely small tea roses of fragrant coral pink, overlaid with gold. Pointed buds are oriental red. Bush grows 3 ft. tall, with good foliage, blooms freely. A bed or row of Fashion roses is as beautiful as any Azalea planting, and the roses grow in full sun. \$2.00.

FLORADORA. Clusters of dazzling cinnamon red and orange flowers; always in bloom. \$1.50.

GOLDBLOCKS. (Pat. No. 672) Golden yellow cup-shaped roses in clusters, long lasting. \$1.50.

IMPROVED CECILE BRUNNER. A graceful new "Sweetheart" rose, slightly larger than the old Cecile Brunner. Vigorous

plants produce sprays of exquisite small buds of peach pink, opening to soft salmon pink. Blooms constantly. \$1.50.

IMPROVED LAFAYETTE. Fragrant glowing red semi-double roses. \$1.25.

MARGO KOSTER. Clusters of small double orange red roses. \$1.25.

MASQUERADE. (Pat. No. 975) An attractive novelty Polyantha rose. Clusters of buds, opening one at a time, yellow the first day, then pink, finally red, the open clusters of flowers displaying all these colors. Plants are hardy, disease-free, with good foliage, blooming constantly; especially thrifty in warm weather. \$2.00.

MING TOY. (Pat. No. 900) Very double bright rose flowers in big sprays, long lasting; one of the most vigorous and free flowering. \$1.50.

PINKIE. AARS-1948 (Pat. No. 712) A perfect baby rose with delicate pink buds and flowers covering the 24-inch plant. \$1.50.

PINK ROSETTE. (Pat. No. 902) Symmetrical little double roses in open sprays, peach pink; heavy foliage. \$1.75.

PINOCCHIO. (Pat. No. 484) Clusters of perfectly formed baby roses in shades of salmon pink flushed with gold. Vigorous plant, 2 ft. tall. \$1.50.

ROSELENE. Miniature rose pink buds open to high-centered flowers 2 inches across; lovely for cutting and in the garden. \$1.50.

VALENTINE. (P.A.F.) NEW, free flowering Floribunda with good-sized red flowers, from spring to fall. Grows 18 to 24 inches tall. \$2.00.

VOGUE. (Pat. No. 926) The only Floribunda rose to win the 1952 AARS Award, and an entrancing rose, high-centered and of hybrid tea-form. Very dark ovoid buds open to glowing rose blooms flushed with salmon, of spicy fragrance. Plants grow 2½ to 3 ft. tall, with deep green foliage, thrive in all zones at Wonder for bedding, and excellent for cutting. \$2.25.

TOM BRENNEMAN — \$2.00

CAPISTRANO  
\$2.25

CALIFORNIA CENTENNIAL — \$2.00

PEACE — \$2.50

HEART'S DESIRE  
\$1.75

ROSA MUTABILIS, Favorite Hedge Rose — \$1.50

VOGUE  
New Floribunda — \$2.25

BUTTERSCOTCH — \$1.75

MISSION BELLS — \$2.25

FORTY-NINER  
\$2.00

GRANDE DUCHESSE CHARLOTTE  
\$1.75

HEDDA HOPPER — \$2.00

SUTTER'S GOLD  
\$2.25



# PAUL J. HOWARD'S ORDER SHEET

Quan.	Variety and Price	Each	TOTAL
<b>Amount Forward</b>			
<b>Floribunda Roses</b>			
	Bright Eyes	\$1.50	
	Cecile Brunner	\$1.25	
	Connie Mack	\$2.00	
	Crimson Rosette	\$1.75	
	Crown of Jewels	\$1.50	
	Dagmar Spaeth	\$1.25	
	Else Poulsen	\$1.25	
	Fashion	\$2.00	
	Floradora	\$1.50	
	Goldilocks	\$1.50	
	Impr. Cecile Brunner	\$1.50	
	Improved Lafayette	\$1.25	
	Margo Koster	\$1.25	
	Masquerade	\$2.00	
	Ming Toy	\$1.50	
	Pinkie	\$1.50	
	Pink Rosette	\$1.75	
	Pinocchio	\$1.50	
	Rosenelfe	\$1.50	
	Valentine	\$2.00	
	Vogue	\$2.25	
<b>TOTAL—Bush &amp; Cl. Roses</b>			

<b>Tree Roses</b>			
Quan.	Variety and Price	Each	TOTAL
10% Discount on 10 or more. Prices are for Bare-root Roses. Add 10% for packing; Tree Roses not prepaid. Established Tree Roses in containers, staked, 50c each higher than bare-root prices.			
	Babe Ruth	\$4.50	
	California	\$4.50	
	Calif. Centennial	\$4.50	
	Charlotte Armstrong	\$5.00	
	Dainty Bess	\$4.50	
	Etoile de Hollande	\$4.50	
	Fandango	\$5.00	
	Fashion	\$4.50	
	Forty-Niner	\$5.00	
	Frau Karl Druschki	\$4.50	
	Fred Edmunds	\$4.50	
	Fred Howard	\$5.00	
	Gr. Duchess Charlotte	\$4.50	
	Heart's Desire	\$4.50	
	Helen Traubel	\$5.00	
	Imperial Potentate	\$4.50	
	Lowell Thomas	\$4.50	
	Mission Bells	\$4.50	
	Olive Percival	\$4.50	
	Peace	\$4.50	
	Pink Rosette	\$4.50	
	Pres. Herbert Hoover	\$4.50	

Quan.	Variety and Price	Each	TOTAL
	San Fernando	\$4.50	
	Santa Anita	\$4.50	
	Sleigh Bells	\$4.50	
	Sutter's Gold	\$5.00	
	Talisman	\$4.50	
	Texas Centennial	\$4.50	
	The Doctor	\$4.50	
	Tom Breneman	\$4.50	
	Ville de Paris	\$4.50	
	Vogue	\$4.50	
<b>Total Tree Roses</b>			
<b>Quantity Discount:</b> 10% on 10 or more			
<b>Include Packing</b>			
<b>TOTAL</b>			
<b>Total Bush and Climbing Roses and Floribundas</b>			
<b>Quantity Discount:</b> 10% on 3 to 10 Plants 12½% on 11 or more			
<b>TOTAL</b>			
<b>Total Amount of Order</b>			
<b>Sales Tax</b> Calif. Orders add 3% L. A. 3½%			
<b>AMOUNT ENCLOSED</b>			

FOLD ON THIS LINE FIRST

From

PAUL J. HOWARD'S CALIFORNIA FLOWERLAND

11700 National Boulevard

Los Angeles 64, California

FOLD ON THIS LINE THIRD

MESSAGE

PLACE  
LETTER  
POSTAGE  
HERE

FOLD ON THIS LINE SECOND

Use this Order Sheet as an envelope—just fold on lines as indicated with mailing address outside, enclose draft, money order or check for amount of order, plus tax if any, fold down gummed flap, seal, stamp and mail.

# PAUL J. HOWARD'S ORDER SHEET

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TOTAL—Bush & Cl. Roses			

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Total Tree Roses			
Quantity Discount: 10% on 10 or more			
Include Packing			
TOTAL			
Total Bush and Climbing Roses and Floribundas			
Quantity Discount: 10% on 3 to 10 Plants			
12½% on 11 or more			
TOTAL			
Total Amount of Order			
Sales Tax			
Calif. Orders add 3%			
L. A. 3½%			
AMOUNT ENCLOSED			

FOLD ON THIS LINE FIRST

MESSAGE

FOLD ON THIS LINE THIRD

Los Angeles 64, California

11700 National Boulevard

PAUL J. HOWARD'S CALIFORNIA FLOWERLAND

From

PLACE  
LETTER  
POSTAGE  
HERE

FOLD ON THIS LINE SECOND

Use this Order Sheet as an envelope—just fold on lines as indicated with mailing address outside, enclose draft, money order or check for amount of order, plus tax if any, fold down gummed flap, seal, stamp and mail.



**CONNIE MACK.** The marvelous new crimson Floribunda Rose, everblooming, mildew-free, practically thornless. **Each \$2.00.**

See description in Floribunda Rose List inside.

**PAUL J. HOWARD'S CALIFORNIA FLOWERLAND**  
11700 National Boulevard, Los Angeles 64, California



